

Louis Large

HIGH-TICKET CLOSER

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Sales Closer | \$25M+ Revenue Generated | 5 Years, 495 Deals

I've spent five years closing premium offers from £2K to £20K+ across coaching, men's health, solar, and care services — both B2B and B2C, across multiple time zones.

The numbers:

- 495 deals closed across 6 offers at a 27% close rate (495/1,831)
- \$3.6M cash collected on calls
- \$25M+ in contract revenue generated

Current & recent work:

Closing for Alpha 21 — premium men's health optimisation. Before that, I closed 214 deals in 24 months at HomeTouch (UK care services), and rebuilt Gleanly's entire commercial engine — new CRM, new outbound strategy, qualified leads up 37%.

What founders hire me for:

The brief is usually one of two things: the pipeline is there but conversion isn't, or there are reps sitting on unclosed and no-show leads without following up. I do both.

601

DEALS CLOSED

33%

LIFETIME CLOSE RATE

\$3.6M

CASH COLLECTED

\$25.1M

REVENUE GENERATED

EXPERIENCE

Closer · Alpha 21

Mar 2026 — Present

B2C · 10% commission · remote

- Closing consult calls for Alpha 21's Blood Optimisation Blueprint — a premium men's health programme (blood-work-driven nutrition and hormone protocols) for high-performing men aged 30–60.
- 16 deals closed in the opening 2 months at a 25% close rate · ~£55K cash collected on calls.
- Working directly with the founder on call structure, objection handling, and qualification.

Closer · Daily Mentor

Oct 2024 — Aug 2025

B2B · ecom/mentor · 10% commission · remote

- Sole external closer for a high-ticket coaching offer — 98 deals, ~\$776K cash collected on calls over 11 months.
- 26% lifetime close rate, with months peaking at 35% during the strongest growth period.
- Partner directly with the founder on positioning, qualification, and call structure.

Sales & Operations Manager · Gleanly

Apr 2023 — May 2023

B2B · SaaS · 1% commission

- Structured and scaled commercial operations for a growing UK SaaS business.
- Rolled out a new CRM that lifted lead conversion by 35%.
- Launched an outbound strategy that grew qualified leads by 37%.
- Aligned product, marketing, and sales so the ad story, the demo, and the close story matched.

Closer · HomeTouch

Jan 2021 — Sep 2023

B2C · healthcare · 10% commission · remote

- Full-cycle closer for a UK care services platform — 214 deals closed at a 28% close rate over 24 months.
- £1.15M cash collected on calls · £18M+ in lifetime contract revenue generated for the business.
- Signed 80+ new accounts in the first 12 months; opened 4 new regional markets through targeted outbound.
- Lifted email reply rates 41% with a rebuilt HubSpot outreach.

Closer · SEVEN Career Coaching

Feb 2021 — Oct 2021

B2C · high-ticket coaching · 10% commission · remote

- High-ticket career coaching closer during a critical scale-up phase — 82 deals at a 28% close rate, ~£400K cash collected on calls in 9 months.
- Rewrote call scripts, email sequences, and objection-handling guides — engagement and conversion both moved up.
- Delivered onboarding and call coaching for new closers; their close rates and on-call confidence both lifted in the first month.

Closer (Solar) · Sun Factory

Apr 2020 — Feb 2021

B2C · solar · 5% commission · remote, Australian market

- Direct-to-consumer high-ticket closer for residential solar — 85 deals, ~A\$1.18M cash collected on calls, 26% close rate in a highly competitive market.
- Grew inbound leads 30% through personalised outreach and a tighter follow-up cadence.
- Shortened the sales cycle by streamlining how quotes and proposals were delivered.
- Ran the full sales cycle independently across time zones.

Customer Relationship Manager · Hyperama Wholesale

May 2018 — Jan 2020

Full-time, Nottingham

- Led a 19-person sales team within a national B2B wholesale operation.
- Managed a 30+ account high-value B2B portfolio; protected long-term revenue.
- Implemented a new CRM — pipeline visibility, lead tracking, and team accountability all improved.
- Introduced structured performance reviews, clearer goals, and day-to-day call coaching.

Retail Sales Leadership · Dorothy Perkins · Ted Baker · Topshop Topman

2012 — 2018

Full-time, Nottingham

- Progressed from entry-level to store and floor management across three of the UK's largest retail brands; managed teams of 14 to 30+ in high-footfall environments.
- Won Topshop's Customer Connection Award for exceptional customer experience and long-term loyalty.
- Designed a customer service training programme later rolled out across multiple stores in the region.

SKILLS

High-ticket closing

Consultative selling

Sales process design

Outbound strategy

Objection handling

Call coaching

HubSpot

Pipedrive

Pipeline management

Lead qualification

Onboarding & enablement

Founder partnership